

## **Entrepreneur and Investor Task Group Progress Report December 18, 2001**

The entrepreneur and investor task group began earlier this year when Task Chair Paul Ahlstrom started becoming acquainted with many of the individuals serving in university and community business education programs. This included the University of Utah business school, the Marriott business school, Westminster College, Utah State University as well as the Larry Miller Entrepreneurial Center, T2M, and other community education programs targeting entrepreneurs. Paul also attended several events that provide entrepreneur education including T2M, UITA, and MWVG. He also reviewed the syllabi and materials from several university classes focused on the entrepreneur and entrepreneurial finance. Additionally, Paul held a meeting with the District Director of the SBA to determine what the SBA is currently doing and how they could become involved going forward. As a result, it was decided that a cross functional committee representing several organizations and agenda would be required to successfully impact entrepreneur education in the state.

This process has allowed for the current education environment to be surveyed and audited. It has also allowed for an initial knowledge base of best practices to be collected. At the same time, invitations were extended to potential committee members who had the credentials and energy to make a difference in entrepreneur education. Although the committee is still in formation, many influential people have agreed to contribute and several phone conversations have laid the ground work for the first committee meeting slated for January. This will help accomplish the mission of the task force: **To coordinate and improve the educational materials, activities, and programs focused on entrepreneurship available to CEOs and perspective entrepreneurs in Utah.**

To date, the discussions have centered on identifying, developing, obtaining, and eventually centralizing content that will educate entrepreneurs. The first task for the committee will be to develop a comprehensive calendar for all of the educational events and classes scheduled in the area and then to market the calendar through the represented organizations on the committee. In a later phase the committee intends to organize existing or create new curriculum to be made available to the entrepreneurs in the community. Distribution will happen through several channels using printed and video materials that can be broadcast, copied to VHS, and streamed in online video formats from participating websites. Participation from successful entrepreneurs, venture capitalists, venture attorneys and accountants as well as academics will ensure that the content is relevant and comprehensive. Subcommittees and participating organizations will serve as communication vehicles and content distributors to their respective constituencies.

To date there are no proposals for either policy changes or legislation. However, due to the fragmentation and varied agendas of some of the current educational organizations, the Governor's support and air cover in helping to create a unified vision for entrepreneur education would be helpful.

## Participating Organizations (proposed)

### Universities and Colleges

Brigham Young University—Marriott School of Business and Rollins Center for E-Business

University of Utah—Business School

Utah State University

Westminster College

Salt Lake Community College

### Associations and Community Organizations

Technology to Market (T2M)

Mountain West Venture Group (MWVG)

Utah Information Technology Association (UITA)

Utah Valley Entrepreneurial Forum (UVEF)

Wayne Brown Institute (WBI)

Larry Miller Center for Entrepreneurship

### Other Organizations

vSpring Capital

Wasatch Venture Fund

Union Ventures

Utah Technology Finance Corporation

Wilson Sonsini Goodrich & Rosati

Ernst & Young

Small Business Administration of Utah

SBDC

Digital IQ